

Stayu Kasabov

Senior Product Designer

Design Systems · Prototyping with LLMs (Context Engineering) · Product Strategy

WEB

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LOCATION

Bulgaria · Remote EU

01 — PROFESSIONAL SUMMARY

My approach to product design is built on a career spent at the intersection of **business strategy** and **technical implementation**. Having led my own agency for 16 years (**Nuvizus Communications**), I developed a deep accountability for **business outcomes** - moving products from initial SWOT analysis and PRD definition through to final deployment.

Over the past five years, I've pivoted that experience into the startup space, specializing in UX consulting and contribution to robust Design Systems. My focus is on bridging the gap between **design** and **engineering with prototyping** and creating systems that aren't just visually polished, but technically buildable and scalable.

I have a track record of delivering results for news agencies, entertainment broadcasting, and enterprise software. My work is about **translating complex problems into high-impact, positive UX**.

Currently, I'm looking for a role where I can contribute to established pipelines and drive a high-standard design production lifecycle.

02 — WHAT I BRING

Strategic Direction

Lead the **transition** from initial research to final execution. Define the **logic** behind the interface through user flows, heuristics, and technical vetting. Ensure the product is built on a foundation that is **user-centric, business-aligned, and technically viable**.

Implementation-Aware Design

Focus on the **"how"** as much as the **"what."** My expertise lies in creating seamless handoffs through precise documentation and a deep understanding of implementation constraints - keeping **design intent** intact through development.

Prototyping as Validation

Use **prototyping** as a tool for **validation**, with a **systemic approach** to solving complex problems. Help teams move from MVP to a scalable product without losing functional integrity.

Critical Tool Adoption

Maintain a critical approach to new technology, adopting new workflows and tools only when they enhance **production speed** or **product quality**.

03 — EXPERIENCE

Product Design Consultant

[Stayux.com](https://stayux.com) · Full-time · 2021 – Present

I consult and partner with companies to realize their vision through end-to-end design and product strategy services - including **Brand Design, Product Design Strategy, Brand System Adaptation, Prototyping** and **UI Implementation**.

My approach combines systemic thinking with a modern design ecosystem - leveraging design systems, structured workflows, and strategic alignment to ensure scalability, consistency, and long-term brand coherence. I bridge the gap between design and development through meticulously documented handoffs.

CORE OFFERINGS

Product Design · UX Strategy · Brand Strategy · Identity Design · Design Systems building and contribution · Front-end-ready prototypes and technical documentation · Cross-functional design-to-development handoff

Chief Executive Officer & Founder

[Nuvizus Communications](https://nuvizus.com) · Full-time · 2004 – 2020

Product leader with 16+ years of experience leading a full-service digital agency specializing in UCD, web and application development, and brand strategy for high-impact clients across technology and media.

Delivered end-to-end digital projects - from concept through deployment - with cross-functional teams of designers and developers. Directed all aspects of the product lifecycle: user research, UX/UI design, front-end collaboration, and software delivery.

KEY ACHIEVEMENTS

Designed and led an early (2004) proprietary CMS platform with multirole access control, granular permissions, and content workflow - deployed for ING Bank (Perperikon.bg), TV7, and Planeta.tv.

Introduced UX design methodology to the Bulgarian market in 2005 by winning the design contest for b-trust.org (Bankservice / Borika e-sign portal).

Designed and led the first integrated VOD platform for a TV/Media company in Bulgaria (2009) - Planetaplay.com - with shareable playlists, SPA innovation via AJAX/JSON, and Nginx deployment. The platform and user base were acquired by a leading mobile operator.

Designed, developed, and deployed web solutions and MVPs with ExpressionEngine.

Managed client relationships, consistently delivering on time, on budget, and exceeding quality expectations.

Head of Web Design & Advertising

[Bitex.com ISP](https://bitex.com) · Full-time · 2001 – 2003

Led the in-house web development team at one of the first ISPs in Bulgaria - producing product strategies, designing and managing advertising campaigns.

Graphic Designer

[Eonomedia](https://eonomedia.com) · [Dnevnik.bg](https://dnevnik.bg) · Full-time · 2000 – 2001

Graphic designer responsible for photography management and optimization for online news media Dnevnik.bg.

04 — FEATURED WORK

FEATURED PROJECT · [CAPCAT.ORG](https://capcat.org)

Capcat TUI/CLI

Ethical Web Scraper

Product Designer & MVP Developer · Solo Project

Capcat is a dual-mode command-line tool for ethical web scraping and content preservation. It allows users to archive articles into a local, searchable library - ensuring content remains accessible even if the original websites go offline. Working open-source tool, live at capcat.org.

PROCESS APPLIED

UX research · JTBD · Nielsen's 10 heuristics · Laws of UX · PRD definition · Information architecture · TDD · Spec-driven implementation · Context engineering in iterative cycles · NLP generative coding with LLMs

DESIGN DECISIONS OF NOTE

Designed dual CLI/TUI interfaces on one shared backend - each independently complete, neither a reduced version of the other. CLI follows cli.dev standards with verb-first vocabulary; TUI applies H1, H6, H7 heuristics throughout.

Defined information architecture for the archive folder structure to be self-documenting and legible across file managers, Obsidian, and LLM agents - without Capcat acting as an intermediary.

Designed HTML output as an editorial publication experience - Bauhaus-minimal aesthetic, full design system in CSS variables, dark/light theme, reading-progress bar, depth-legible comment threading, offline-complete with no external dependencies.

Applied Hick's Law (six-item main menu, progressive disclosure), Miller's Law (nine verb-mapped CLI commands), and Jakob's Law (vocabulary mapped to git/docker for zero-learning-curve onboarding).

Branding: custom hand-drawn serif logotype with mascot embedded in letterforms - illustrated on paper, refined in Procreate, vectorized in Affinity Designer.

User testing surfaced two unmet needs - portable installation and Obsidian integration - both shipped: replaced bash wrapper with pipx install capcat, added YAML configuration layer, Obsidian frontmatter and back-linking.

TOOLS

Claude Code · Gemini · Figma · Drawio · Affinity Designer · Procreate

FULL CASE STUDY · stayux.com/works/capcat-cli

CAPABILITIES

UX Strategy
Design Systems
Product Architecture
User Research
Prototyping
Context Engineering
Design Leadership
Systems Thinking
Stakeholder Management
Cross-functional Leadership
Brand Design
Logotype Design
Digital Painting
Hand Drawing

TECH & TOOLS

Figma
Claude Code
Affinity Designer
Adobe Illustrator
Adobe Photoshop
Inkscape
Procreate
FontLab
VS Code
Sublime Text
HTML · CSS · JS

INDUSTRIES

Media & News
Broadcasting
Banking & Finance
Enterprise Software
Open Source
Brand & Identity

CURRENTLY

Currently looking for a role to contribute to established pipelines and drive a high-standard design production lifecycle.